Mr. A. Holtzman

February 7, 1973

F. E. Resnik

Graph of Sales Weighted Average FTC Tar Values

Confirming our conversation, I am enclosing a graph of the Sales Weighted Average FTC Tar values for American filter cigarettes. Please call if you need additional information.

FER/sr

c: Dr. H. Wakeham

Filter slope less than total cigt slope because the higher delivery non filters are decreasing in share of market. See Myron Johnston's curves.

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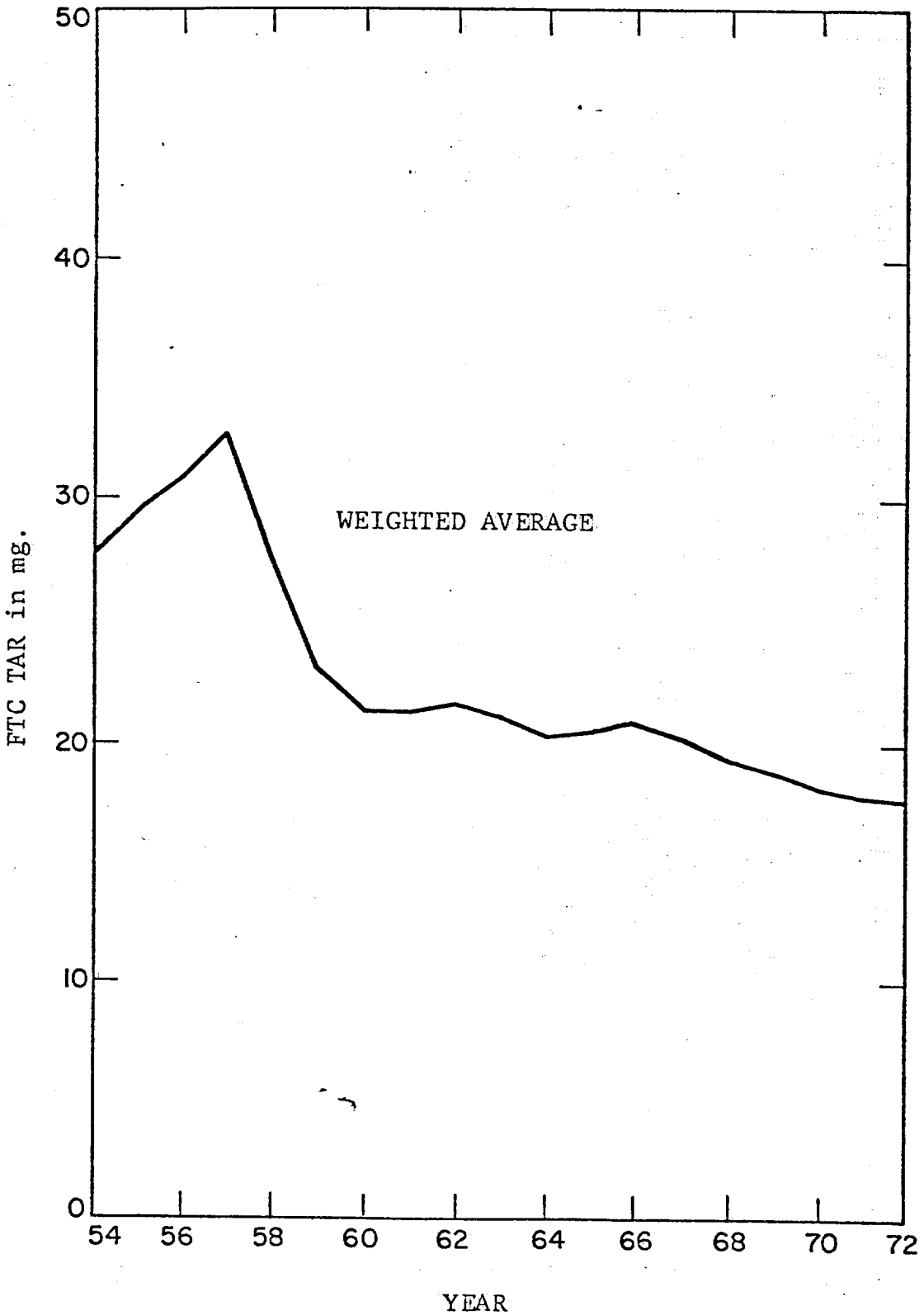
Source: https://www.industrydocuments.ucsf.edu/docs/rcj0000

SALES WEIGHTED AVERAGE FTC TAR
DELIVERY OF AMERICAN FILTER CIGARETTES



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H. WAKEHAM

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